

ABSTRACT OF THE DISCLOSURE

5 The present invention comprises methods and apparatus for creating a new marketplace for the
sponsorship industry. In one embodiment of the invention, a website allows users to view
information concerning a multiple listing of events that may be sponsored. Requests for
sponsorship proposals (RFPs) are received from buyers, and displayed to sellers on the
website. Sellers may then respond to an RFP by completing a form displayed on the site.
Additional information may be obtained by either party, and the site may be used to secure a
10 transaction between the parties. In another embodiment of the invention, the website offers a
corporate management tool which may be employed to organize information about the
sponsorship of events.